

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Electoral Rolls – Summary Revision of Electoral Rolls with reference to 01-01-2012 as qualifying date – Payment of bill of Rs.14,01,600/- to M/s Livewires Advertising Pvt., Ltd., Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in Eenadu, Sakshi, Deccan chronicle & The Hindu on 31-10-2011 – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 5363**

**Dated: 30-11-2011**

Read the following:-

1. G.O.Rt.No.3368, G.A. (Elecs.C) Dept., dt:28-07-2011
2. Memo.No.9535/879/B.G.I/2011, dt: 14-107-2011 from Finance (BG-I) Dept.,
3. G.A. (Elecs.E) Dept. Lr.No.3389/Elecs.E/A2/2011-25, dt: 29 -10-2011 .
4. From M/s Livewires Advertising Pvt., Ltd., Hyderabad Invoice No. Advt - 200, dt:31-10-2011.

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**ORDER:**

In the Government letter 3<sup>rd</sup> read above, M/s Livewires Advertising Pvt., Ltd., Hyderabad have been requested to insert the advertisement in Eenadu & Sakshi (Telugu) Central, North Andhra & Rayalaseema Editions and Deccan Chronicle (English) Visakhapatnam Vijayawada, Rajahmundry, Anantapur & Nellore Editions & The Hindu (English) Visakhapatnam & Vijayawada, Editions on 31-10-2011 and submit the bills as per I & PR approved rates for making payment. Accordingly, the Agency has inserted advertisement in the said news papers on 31-10-2011.

2. M/s Livewires Advertising Pvt., Ltd., Hyderabad in the reference 4<sup>th</sup> read above has submitted bill for an amount of Rs.14,01,600/- as advertisement charges for payment as detailed below:

Eenadu (Telugu) Central, North Andhra & Rayalaseema Editions, dt:31-10-2011  
(20Cm X 12 Cms = 240Sq.Cm.)  
Rate of Rs. 1,835 /- per Sq. Cm.) -- Rs.4,40,400-00

Sakshi (Telugu) Central, North Andhra & Rayalaseema Editions, dt:31-10-2011  
(20Cm X 12 Cms = 240Sq.Cm.)  
Rate of Rs. 1,710 /- per Sq. Cm.) -- Rs.4,10,400-00

Deccan Chronicle (English) Visakhapatnam  
Vijayawada, Rajahmundry, Anantapur &  
Nellore Editions, dt:31-10-2011  
(20Cm X 12 Cms = 240Sq.Cm.)  
Rate of Rs. 1,985 /- per Sq. Cm.) -- Rs.4,76,400-00

The Hindu (English), Vijayawada & Visakhapatnam Editions, dt:31-10-2011  
(20Cm X 12 Cms = 240Sq.Cm.)  
Rate of Rs. 310 /- per Sq. Cm.) -- Rs. 74,400-00  
Total Amount **Rs.14,01,600-00**

(Contd..2....)

3. After careful examination, Government hereby accord sanction for payment of **Rs.14,01,600/- (Rupees Fourteen lakh one thousand and six hundred only)** to M/s Livewires Advertising Pvt., Ltd., Hyderabad towards the cost of Press Advertisement regarding in Awareness and Publicity Campaign in Eenadu & Sakshi (Telugu) Central, North Andhra & Rayalaseema Editions and Deccan Chronicle (English) Visakhapatnam Vijayawada, Rajahmundry, Anantapur & Nellore Editions & The Hindu (English) Visakhapatnam & Vijayawada, Editions on 31-10-2011.

4. The expenditure sanctioned in para 3 above shall be debited "**2015 – Elections – MH 108 Issue of Photo Identity Cards to Voters – SH (04) Photo Identity Cards to Voters – 260 Advertisements, Sales and Publicity Expenses**" and shall be met from the funds provided in B.E. 2011-12 and released vide G.O. 1<sup>st</sup> read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para (2) above and credited in favour of "**M/s. Livewires Advertising Private Ltd., Hyderabad A/c No.62204300977, State Bank of Hyderabad, Old Bowenpally Branch, Secunderabad (IFSC Code:SBHY0020812)**".

6. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Freezing orders issued in the Memo. 2<sup>nd</sup> read above.

7. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWARLAL  
CHIEF ELECTORAL OFFICER & E.O.  
PRINCIPAL SECRETARY TO GOVERNMENT

To

M/s Livewires Advertising Private Ltd.,  
6-3-903/A/9, Surya Nagar, Raj Bhavan Road, Somajiguda, Hyderabad-82.  
The General Administration (Claims.C) Department  
The Pay & Accounts Officer, Hyderabad  
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad  
The Accountant General, Andhra Pradesh, Hyderabad.  
SC/SF.

//FORWARDED:: BY ORDER//

SECTION OFFICER